

Going Beyond Media Impressions:

Designing meaningful media and
communication evaluation

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What Works?

Or.....

Prove that it works!

Media Evaluation in the Real World

- Limited funding restricts rigor of evaluation methods
- Environment constantly changing, making it difficult to plan a long-term study design
 - Measurement, changing questions, longitudinal designs??!!
- Attribution- Other program components or environment impacts make the job of linking an effect to any media intervention difficult
- Success is in the eye of the beholder: What do you wish to show and to whom: program, partners, funders, Congress, scientific community

Do Media Impressions Matter?

Of Course

Going Beyond Counting

Good evaluation depends on good strategic planning

Health of the Population

Health Behaviors of the People in the Population

Individuals

- **Cognition**
 - knowledge
 - beliefs
 - self efficacy
- **Affect**
- **Skills**
- **Motivation**
- **Intention**
- **Biological Predispositions**
- **Demographics**

Social Networks

- **Size and connectedness of personal network**
- **Social Support and modeling by:**
 - family
 - peers
 - mentor
- **Opinion Leader**

Community

- **Social Norms**
- **Culture**
- **Social Cohesion**
- **Collective Efficacy**
- **Social Capital**
- **Income Disparities**
- **Racism**
- **Systemic and economic barriers**

Advertising, earned media, partnership outreach

National Influenza Vaccination Week

- Goals:
 - Increase the public's perception of the seriousness of influenza
 - Promote the benefits of vaccination
 - Encourage Americans to get vaccinated in December and beyond



AS YOU GET CAUGHT UP IN THE HOLIDAYS, the one thing you don't want to catch is the flu. This year, HHS, CDC and its partners are sponsoring National Influenza Vaccination Week to encourage everyone to get vaccinated.

FOR SOME PEOPLE, influenza can be a serious disease, leading to hospitalization and even death. So, it is especially important for children starting at age six months to their fifth birthday; people 50 or older, pregnant women, and anyone with a chronic health condition such as asthma, heart disease, diabetes, or HIV/AIDS to be vaccinated. If you live with or provide care to someone at high risk, you should also be vaccinated.

"Catch the holiday spirit, not the flu."

VACCINATION is the single best way to protect yourself and your loved ones against influenza — and the vaccine cannot give you the flu. So catch the holiday spirit, not the flu. Get vaccinated today.

For more information, call 1-800-CDC-INFO.

National Influenza Vaccination Week
NOVEMBER 27 - DECEMBER 3

Campaign Elements

- Paid media
 - Radio and TV spots
 - Print ad in *USA Today*
 - Added value included banner ads, live interviews, embedded promos in programming
- Earned media: audio and video bites packages



Impact through Process Measures

- Paid media reached 96 markets, reaching 2/3 of America (155 million)
- Audio and video bites packages registered 20 million audience impressions

Impact through Process Measures

- Jump in CDC hotline calls on flu (1000 to 1800/wk)
- Awareness of NIVW captured in national random digit dial survey
- Dosages shipped
- Immunization rates

We can!

Ways to Enhance Children's Activity & Nutrition



A national education program targeting youth, ages 8–13, and their parents and caregivers in home and community settings to meet the overall goal of preventing overweight and obesity.

Turn-key!
Science-based
program for the
entire community

Flexible!
Variety of
settings

Fosters
collaboration!

Program Elements

Communities

- ❑ Evidence-based Curricula
- ❑ Local Partnerships
- ❑ Local Media
- ❑ Outreach Events

Partnerships

- ❑ Federal
- ❑ Clinical
- ❑ Outreach
- ❑ Associations
- ❑ Corporate

Media

- ❑ Web
- ❑ Print
- ❑ Television



WE CAN! in the News: Reaching 250 Million



USA TODAY / JUNE 7, 2005 / 11A

For Kids, 'Fun Foods' Are Staples

By Naomi Hirsch, USA TODAY

"Kids get a whopping one-third of their calories from pizza, snacks and desserts, says a new analysis from a landmark study on children's eating habits."

"It is shocking to think that the 'fun foods' that used to be occasional treats have now become the mainstream diet that kids eat every day," says researcher Linda Van Horn, a professor of preventive medicine at Northwestern University Feinberg School of Medicine in Chicago.

"These foods are always going to be a big hit with kids, so we need to make them more nutritious."

The study, out today in the June issue of Pediatrics, also found that when kids and their parents are taught how to make healthier recipes, they don't eat less, but eat more of the better foods. "This is frustrating, because," Van Horn says, "Scientific Intervention Study for Children children can follow a low-fat growth."

DISC involved 663 pre-adolescents (ages 9 to 14) who were randomly assigned to a control group. The group, which received hands-on instruction on how to select more good-for-you foods, lost more weight than the control group. For the new findings, more than 4,000 dietary recalls from DISC families early switched to a new analysis found that after the intervention group from families "go" food from 43% of its intake to 100% because of it.

• Members of the control group ate more of high-fat foods.

• Both groups ate about the same amount of pizza, snacks and desserts.

• The intervention group ate more "go" foods than the control group.

Help make you and your family make smart food choices

| | Go foods | Slow foods | Whoo Foods |
|------------|---|---|--|
| | Eat almost anytime (based on calorie needs) | Eat sometimes, at most several times a week | Eat only once in a while or on special occasions |
| Vegetables | Almost all fresh, frozen and canned vegetables without added fat and sauces | All vegetables with added fat and sauces; oven-baked; French fries; avocado | French fries; hash browns; other deep-fried vegetables |



June 1, 2005 11:30:08

Living HealthWatch Leisure Series The Sat. Early Show

HEALTHWATCH

Section Front

E-mail This Story Printable Version

Kids Targeted In Fight Vs. Obesity

WASHINGTON, June 1, 2005

FREE VIDEO

Curbing Childhood Obesity



U.S. Surgeon General Richard Carmona on *The Early Show* Wednesday (Photo: CBS/The Early Show)

QUOTE

"It's really amazing that, once the kids start to understand it, as we increase their health literacy, they start to take control of their own lives."

U.S. Surgeon General Richard Carmona

(CBS) With childhood obesity growing at an alarming rate in the U.S., Uncle Sam has decided that knowledge about nutrition and exercise will empower kids and their parents to make wiser choices about what to eat and how much to exercise.

The National Heart, Blood and Lung Institute of the National Institutes of Health launched a campaign Wednesday seeking to teach nutrition and fitness basics.

The campaign is dubbed "We Can!" That stands for "Ways to Enhance Children's Activity and Nutrition."

U.S. Surgeon General Richard Carmona told *The Early Show* co-anchor Harry Smith Wednesday, "We now have 9 million children who are overweight or obese. We're starting to see children with type 2 diabetes. You never used to see diabetes in children when I was a young doctor. And we're starting to even see hypertension in children. So this has

Newswsday

LONG ISLAND

WWW.NEWSDAY.COM

THURSDAY, JUNE 9, 2005 (LONG ISLAND EDITION)

\$0.4

KIDS CAN BE TRAINED TO EAT BETTER

By JOHN MATTHEW

Understand the science of eating. Parents must learn to eat right, says a new study. The study found that children who eat right are more likely to eat right themselves. The study also found that children who eat right are more likely to eat right themselves.



A young boy in Northern New York is shown eating a banana. The boy is smiling and looking at the camera. The background is a simple kitchen setting.

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"More than 35 communities so far have signed up to offer youth and parent education materials"



LIVE

HEADLINES

6:03 PM CT

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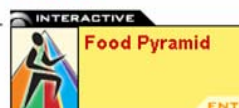
WE CAN!

The program gives them simple steps they can use to make their children healthier.

65/42

Nice

CNN Headline News



The government's latest guidelines for healthy eating get personal.



Have you consumed myths about diet and nutrition? Take this quiz to find out.



Are you eating right? See the government's guidelines, calculate

Media: *We Can!* in National Print

Circulation: 2,470,692



Circulation: 7,628,424

HEALTH

Your Child's BMI Could Signal Weight Problems

NewsUSA

(NU) - About 13 million children in the United States are overweight, and nearly that many are believed to be at risk of becoming overweight. How can you tell if your child is one of them?

The standard for screening for possible weight problems is the body mass index, also called BMI. In children and teens, BMI-for-age is determined by comparing weight and height against a growth chart that takes their age and sex into account. For example, a 13-year-old girl who weighs 100 pounds and is 5 feet 2 inches tall is at a healthy weight, but a girl of the same age who is 4 feet 7 inches tall is at risk of becoming overweight.

"It's important that parents know if their child is overweight or at risk for overweight," said Dr. Elizabeth G. Nabel, director of the National Heart, Lung and Blood Institute, part of the National Institutes of Health. "Excess weight increases a child's risk of developing type 2 diabetes, high blood pressure and other chronic conditions later in life."

The NIH's "We Can!" program (Ways to Enhance Children's Activity & Nutrition) recommends that parents ask their primary care provider or pediatrician to regularly determine their child's BMI-for-age to track changes that could signal excessive weight gain.

"We Can!" is a public education program designed to help children between the ages of 8 and 13 stay at a healthy weight through improving food choices, increasing physical activity and reducing television and recreational computer time.

What can parents do to prevent their children from becoming overweight?

"The best way to have your child grow at a healthy weight is to balance energy in with energy out," Nabel says.

"Energy in" is calories consumed from food and beverages, and "energy out" is calories burned during physical activity. An easy way for a child to cut energy in is to trade a bottle of regular soda for a glass of water each day, and to increase energy out, go on a family bike ride or hike.

For a free "We Can!" parents' handbook and other tools, including BMI-for-age growth charts, visit <http://wecan.nhlbi.nih.gov> or call 866-35-WE CAN.

For information about healthy weight in adults, log on to <http://healthyweight.nhlbi.nih.gov>.

HEALTH

Portion Sizes Contribute to Obesity Problem

NewsUSA

As in America, you had the same foods as typical portions served 30 years ago. Over the course of one year, if consumed daily, the larger portions could amount to more than 500,000 extra calories.

Controlling portion sizes and eating smarter can help you and your family avoid extra calories. Here are some tips from the NIH.

- Bring a healthy, low-calorie lunch to work and pack a healthy "brown bag" for your children.
- When eating out, order an appetizer instead of an entrée, share an entrée or eat half of a meal and bring the rest home.
- Cut high-calorie foods like cheese and chocolate into small pieces and eat fewer pieces.
- Substitute a salad for french fries.
- For snacks, serve fruits and vegetables instead of sweets.

"We Can!" is designed to assist parents in helping children between the ages of 8 and 13 maintain a healthy weight through improving food choices, increasing physical activity and reducing television and recreational computer time. For a free parents' handbook and other resources, visit <http://wecan.nhlbi.nih.gov> or call 866-35-WE CAN.

Portion Distortion

| 3 Years Ago | Today |
|--------------------|---------------------|
| 2 small (4 ounces) | 6 small (16 ounces) |
| 4.5 ounces | 8 ounces |
| 8 eggs | 15 eggs |
| 6.5 ounces | 20 ounces |

Try to keep food the size of a fist.

mean more city add up der, for ex- y's portions :d (6 inches ounce conf-

• Lunch: two pieces of pepperoni pizza and a 20-ounce soda.

• Dinner: a chicken Caesar salad and a 20-ounce soda.

In one day, you would consume 1,595 more calories than if

Media: We Can! in Local Print



White Plains, NY



Dover, OH



Washington, DC



Sarasota, FL



South Bend, IN



Pittsfield, MA

Local Stories
Tracked: 459

Estimated Audience
Reach: 13,782,704



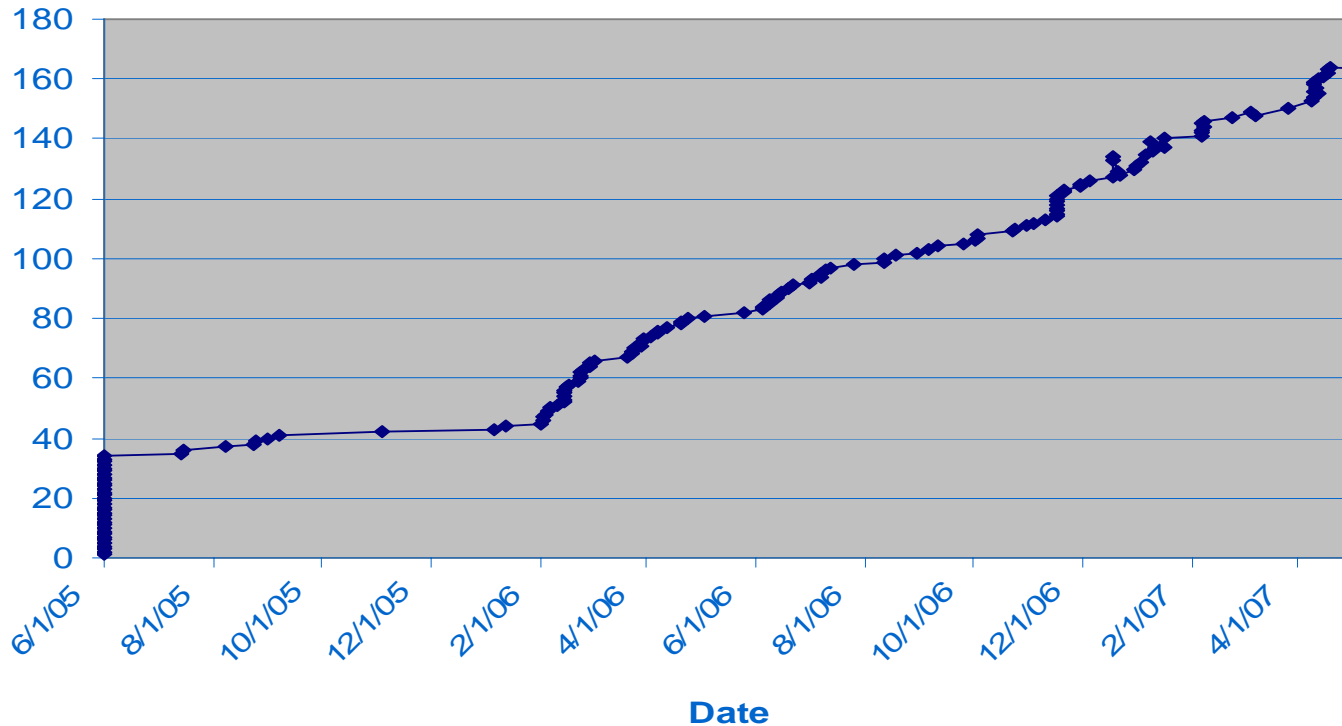
Connecting People > Creating Change

Strong Community Growth!

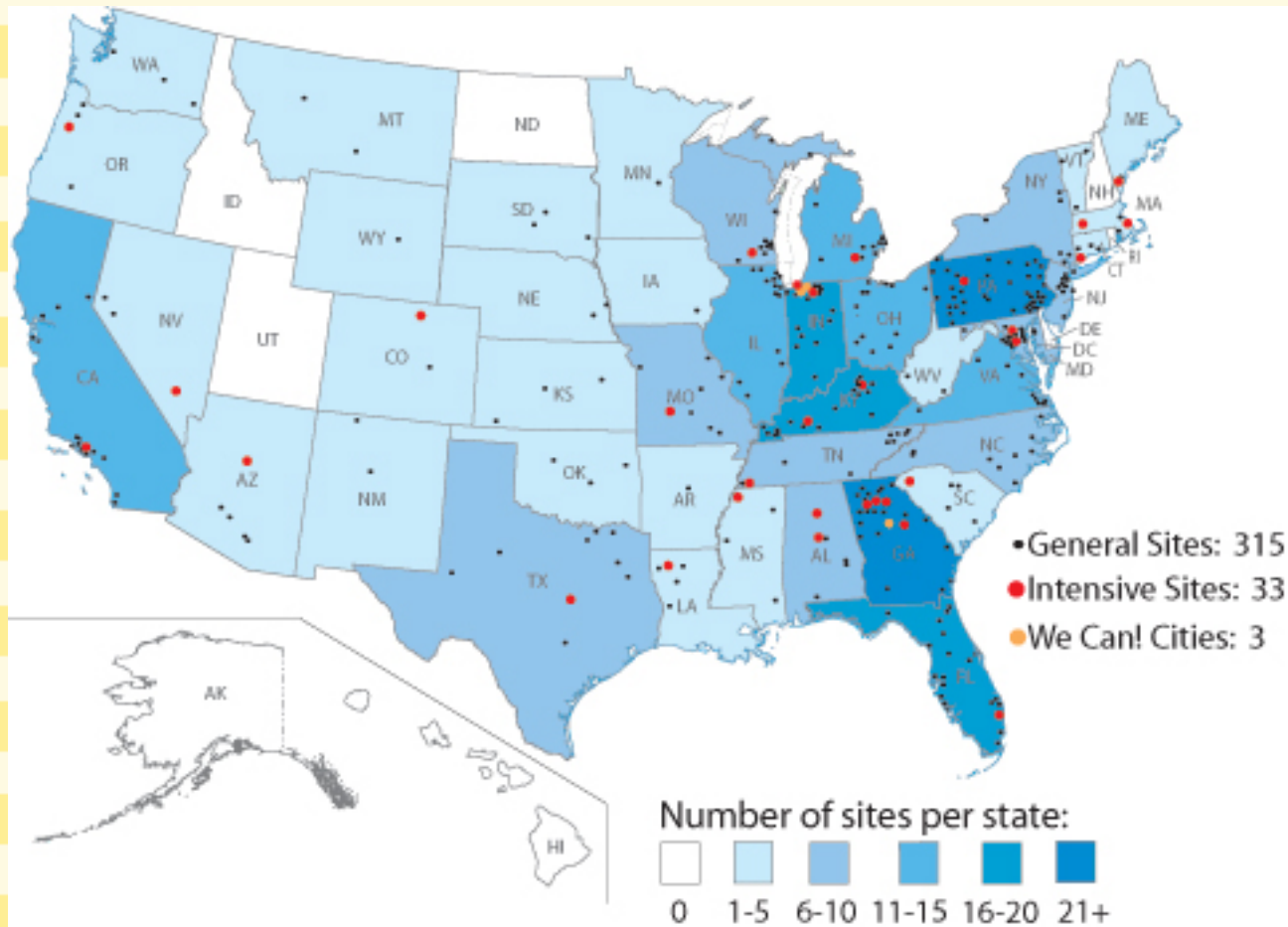
We Can! Site Recruitment Over Time

(Over 300% Growth since Program Launch)

Number of Sites



358 Community Sites



335 Communities

42 States

14 Founding Intensive Sites

33 Intensive Sites

315 General Sites

3 We Can Cities

Multiple Settings

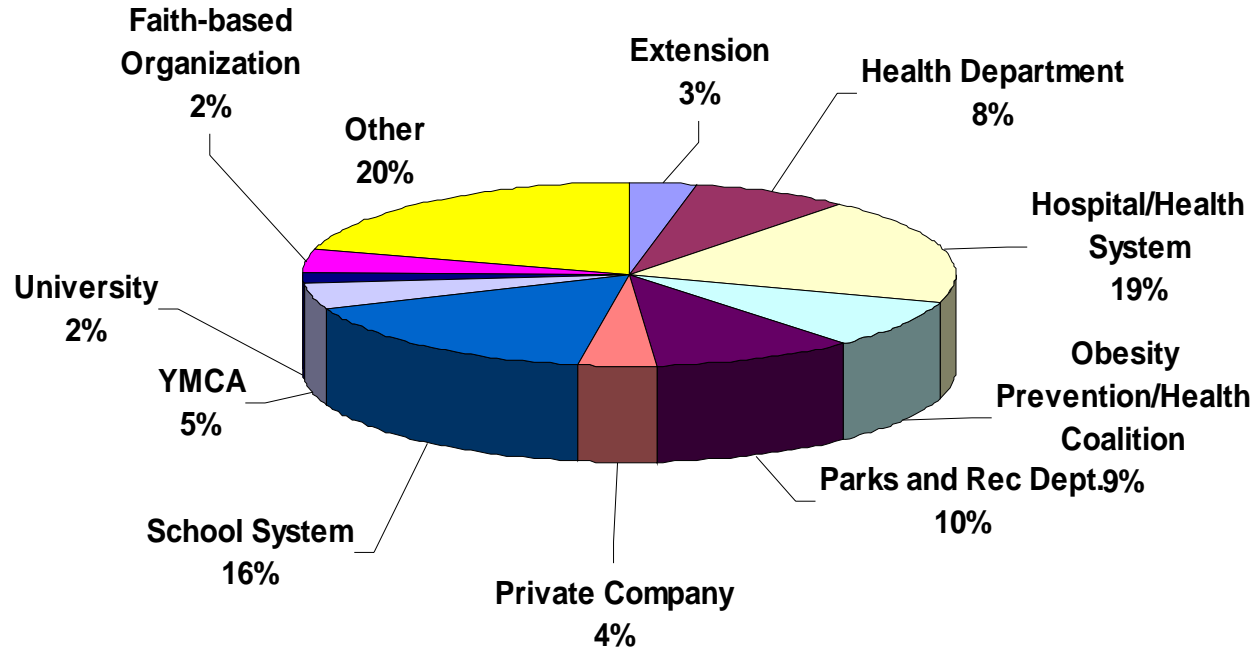
Diverse Audiences

Making Local Change Through:

- Curricula
- Media
- Events
- Partnerships

Broad Diversity in Implementation

Community Site Breakdown



Partnerships Taking Off!

- Over 20 National Partners & Supporting Organizations have joined *We Can!*
 - Federal Partners
 - Outreach Partners
 - Corporate Partners
 - Clinical Partners
 - Other Associations
- Continually in ongoing discussion with additional partners

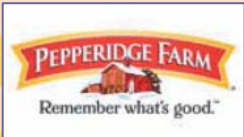


Strong Corporate Interest and Outreach

- 16 Corporations are planning or have completed activities, including: Wal-Mart, Boeing, Giant, CVS, Mutual of Omaha, Health Monitor and others.
- 13 Corporations have expressed interest in the program, including: Heinz, Office Depot, United Airlines, Borders and Safeway.

Some Highlights

- Pepperidge Farm donated a one-page *We Can!* advertorial in the October issue of Parenting magazine. With a circulation of 2.2 million readers, the estimated ad value for *We Can!* was approximately \$100,000.
- Health Monitor Network, promoted *We Can!* in its Fall 2006 newsletter, distributed to 2,190 physician waiting rooms across the country. The organization is currently working to develop a physician exam room door poster series with the American Academy of Pediatrics (AAP) and *We Can!* for distribution to AAP physicians throughout the country.



Health monitor®

Health of the Population

Health Behaviors of the People in the Population

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Social Networks

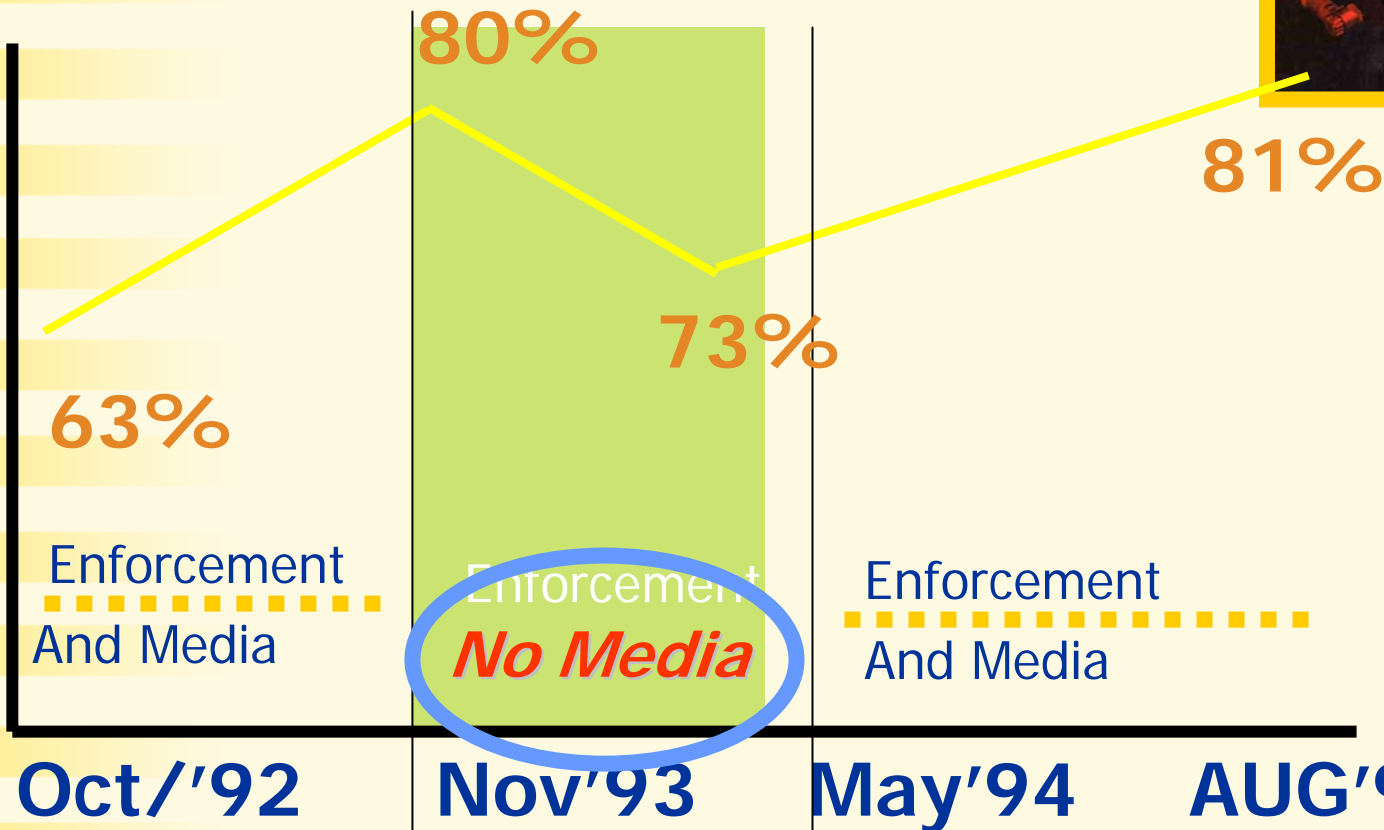
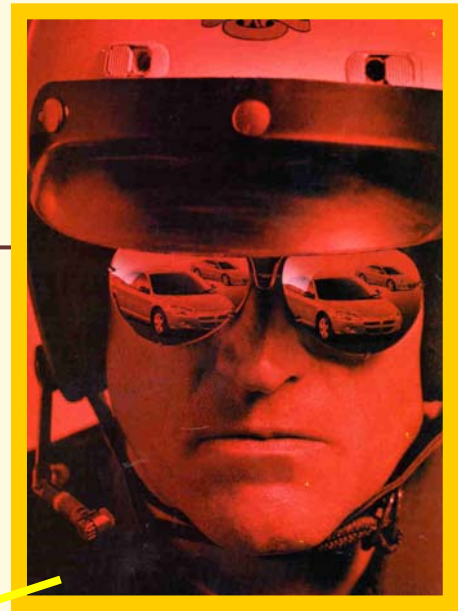
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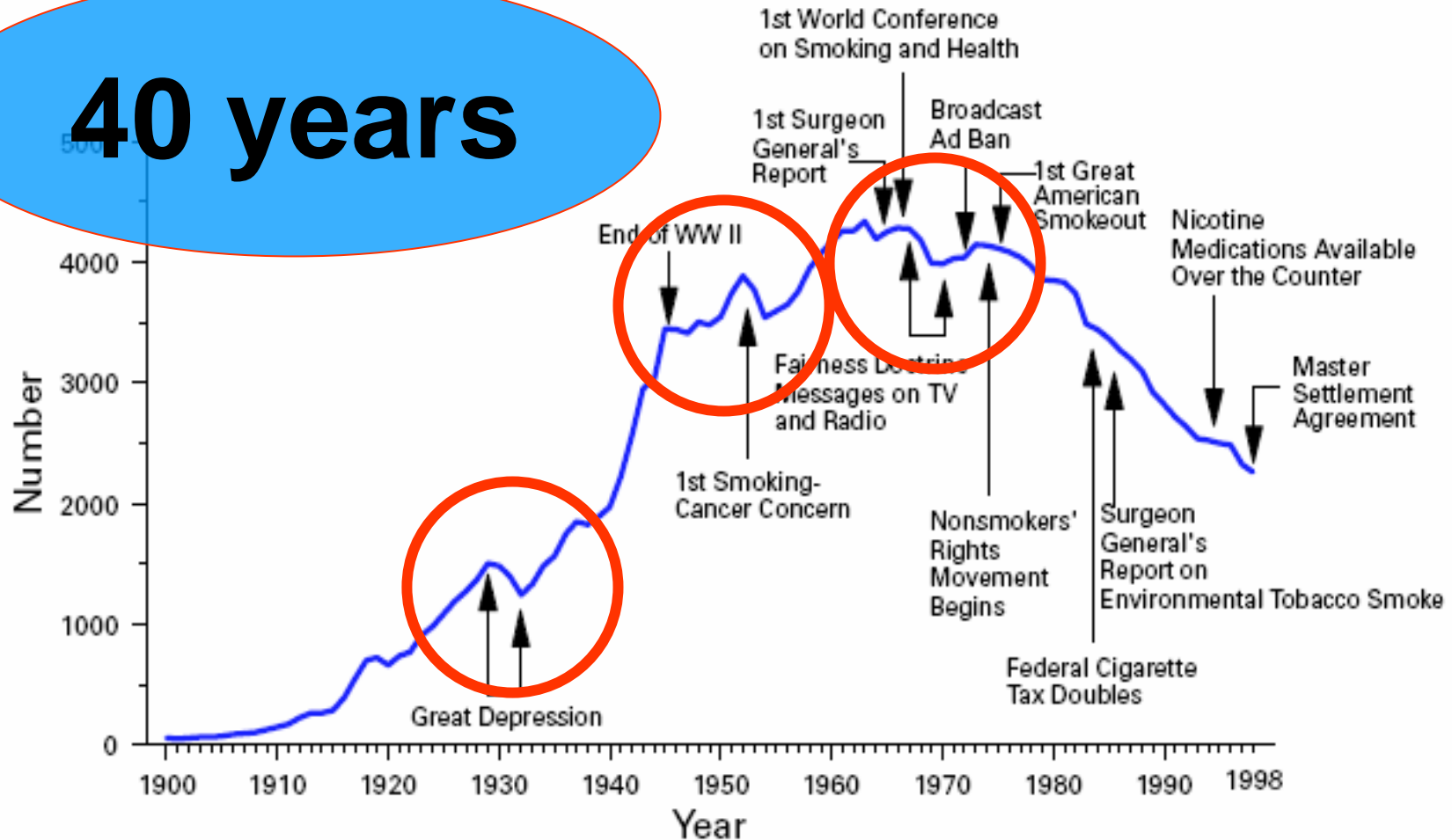
Advertising, earned media, partnership outreach

Click It or Ticket



Annual Adult per capita cigarette consumption and major smoking and health events—United States, 1900-1998

40 years



Tobacco Promotion

Personal health

Envir. Smoke

Counter-advertising

Sources: United States Department of Agriculture; 1989 Surgeon General's Report

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